

# Bryana Peifer

bryanabreathes.com  
howdy@bryanabreathes.com  
linkedin.com/in/bryana-peifer

## Personal Profile

Experienced graphic designer and project manager with eight years of experience in digital media for the public and private sector. Highly skilled in multi-channel communication strategy, public relations and messaging, and brand reputation management. Looking to leverage my analytical and creative skills to simplify complex concepts where needed..

## Skills and Qualifications

TS/SCI Clearance	Visual Communication	Typography
Program Development	Adobe Creative Suite	Client Relations
UI/UX/UED Design	Microsoft Office Suite	Public Speaking
Publication Design	WordPress	Critical Thinking

## Work Experience

Graphic Designer, Bryana Breathes 2018–present

- Created and defined visual identity for businesses from the initial planning stage to final production from vague guidelines, with multiple iterations.
- Analyzed target digital audience impressions and adjusted visual strategy to maximize earnings.
- Provided consulting services to businesses on visual identity design matters such as layout, format, style, lettering, color harmony, contrast, special effects, and method of reproduction to achieve their desired result.
- Designed and modernized digital and printed deliverables to improve business visual presence.
- Researched and studied illustrations and photographs to plan and present original materials, products, and services to clients for approval.
- Managed accounts and projects within budget and scheduling requirements.
- Learned and utilized new software and design concepts to enhance skills and produce contemporary design solutions and maintained archive of previous work projects.
- Volunteered as Sponsorship Chair within AIGA STL Chapter to build and maintain relationships with local agencies, entrepreneurs, and schools

Intelligence Analyst, US Air Force 2016–2024

- Optimized data visualization production and research time by 80% and enhanced User Interface and User Experience (UI/UX) for custom Geographic Information System (GIS) dashboards.

- Designed promotional apparel, social media graphics, and provided audio and video consulting services for diversity and inclusion organizations while managing social media engagement and advertisements on Meta platforms.
- Organized annual Headquarters Defense intelligence conferences and developed inaugural senior military leader engagement tour schedule.
- Authored and launched several standard of procedures for onboarding through operations.
- Compiled numerous complex Defense presentations for senior military leaders to optimize comprehension and decision-making for counterterrorist and defense operations.
- Implemented project management system for annual conferences, daily operations, and recorded deadlines from internal and external meetings to ensure stakeholders directives were upheld.
- Identified information security spill and lead organizational shift to secured communications program by creating channels and managing onboarding.
- Compiled college-level course materials and instructed classes for adult learners to earn undergraduate degrees.
- Monitored usage of accounts worth \$1.5M that allowed greater scope of information for global operations.
- Initialized bi-weekly D&I meetings for women in the military.
- Programed an autogenerated list to expedite newsletter communications.
- Maintained websites content and improved usability for announcements, contact information, and training schedule.
- Completed performance reviews and balanced teams schedules that had competing priorities.

Photographer, LifeTouch

2019

- Coordinated seasonal photoshoots and shot, edited, and distributed photos to families and faculty

Childcare Supervisor, YMCA

2015–2016

- Established and maintained positive relationships with parents, children, and staff while monitoring children's activity to ensure safety and well-being

## **Education and Certifications**

### ***Pursuing* Master of Fine Arts—Interdisciplinary Studies (Graphic, Web Design)**

Lindenwood University

### **Bachelor of Fine Arts—Digital Media**

Maryville University

### **Associates of Arts—Art**

College of Southern Nevada